



Designing High Impact Presentations

We'll cover the basic principles for designing powerful presentations that resonate with your audiences. You'll leave with tips and tools you can use to present with confidence.



Don't Plan a Presentation - Plan a Story

Why a story?

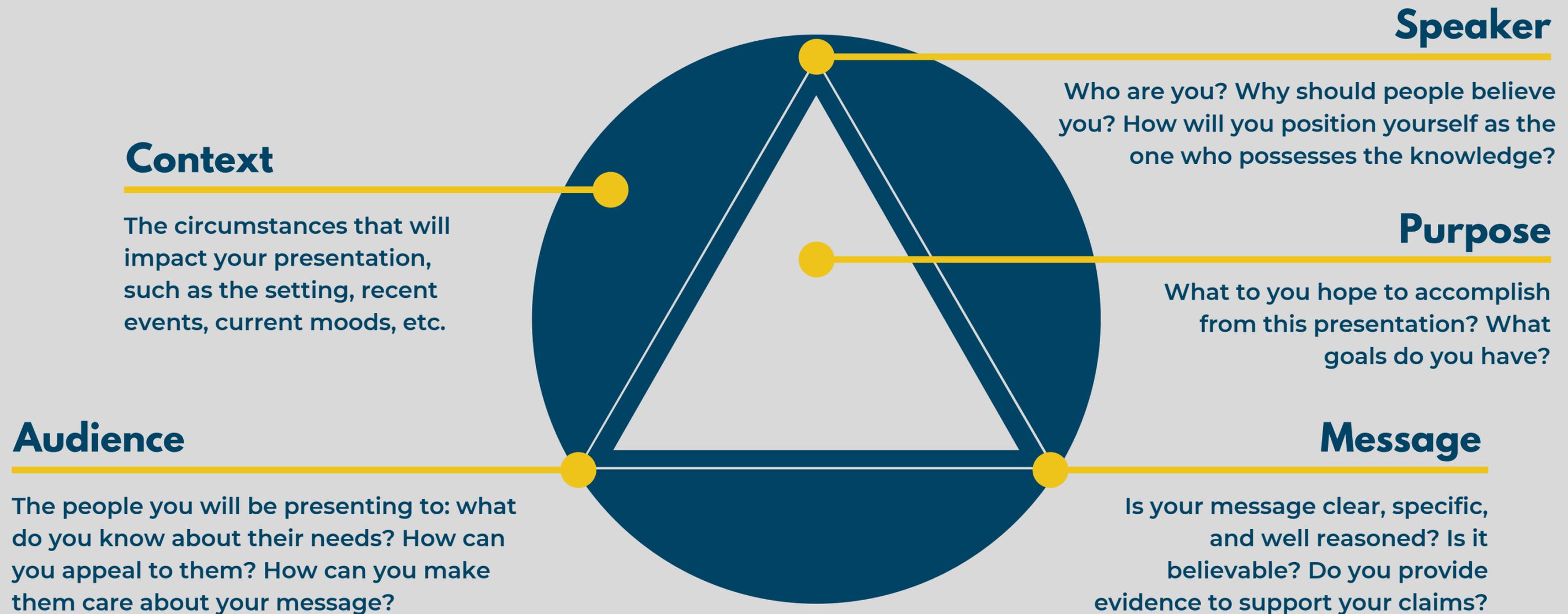
Compelling stories are interesting and hold your audience's attention

A story connects an idea with an emotion to express how and why life changes

A well designed, intentional story will convince your audience to embrace the change you wish them to make



Factors to Consider During Design Mode

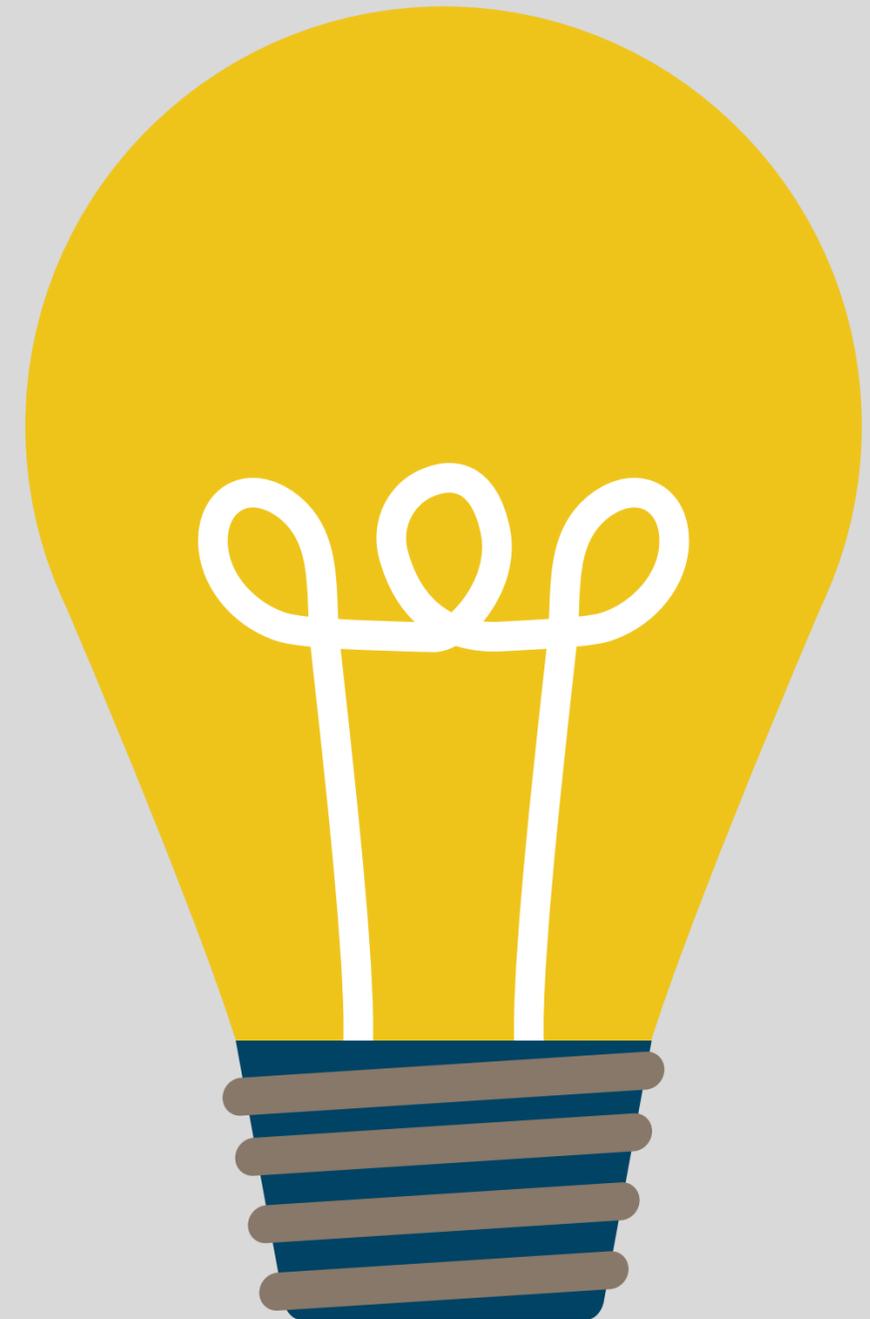


Define Your Big Idea

Successful presentations are designed around a specific topic, supported by a strong understanding of why the topic is important.

Your BIG IDEA must:

- Be Concise and Memorable
- Establish Importance
- Pass the "So What" test
- Provide New Information
- Convey Your Desired Outcome



Describe Your Audience's Journey

What changes does your audience need to make if your big idea is to be realized?

What are the shifts you wish your audience to make in:

- What they think
- How they feel
- What they say
- How they act



Identify the Ideas That Will Guide the Journey



Shape Your Story Arch with the Four C's

1

Context: The background

Where your audience is beginning

2

Conflict: The struggle

Your audience's pain point or need

3

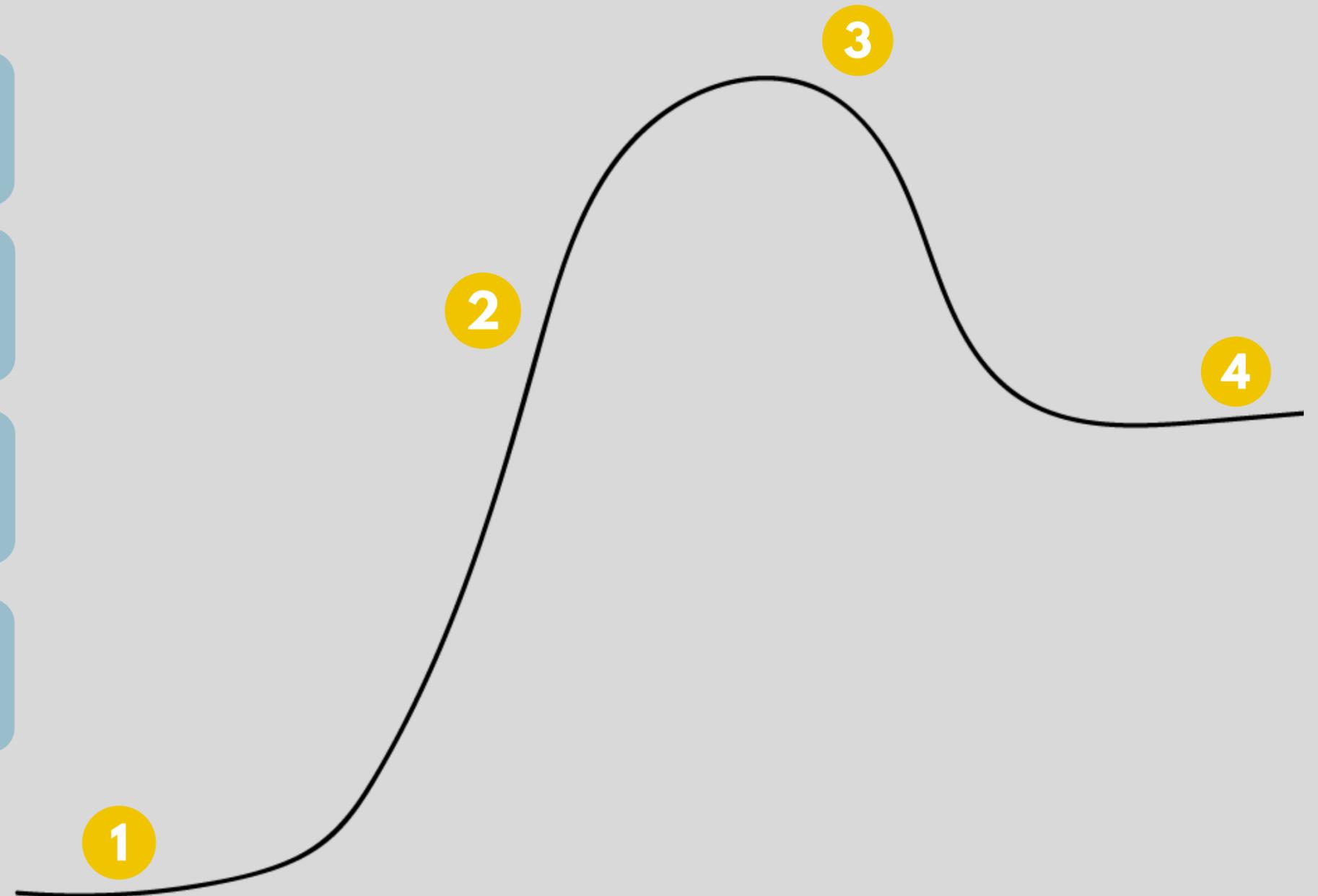
Climax: The win

Illustrate how your big idea will meet your audience's need

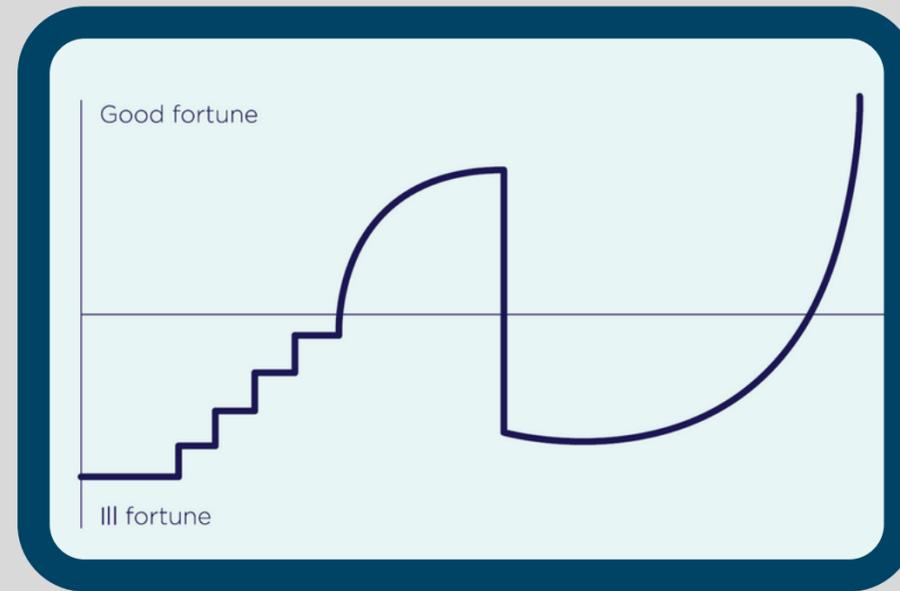
4

Closure: The happily ever after

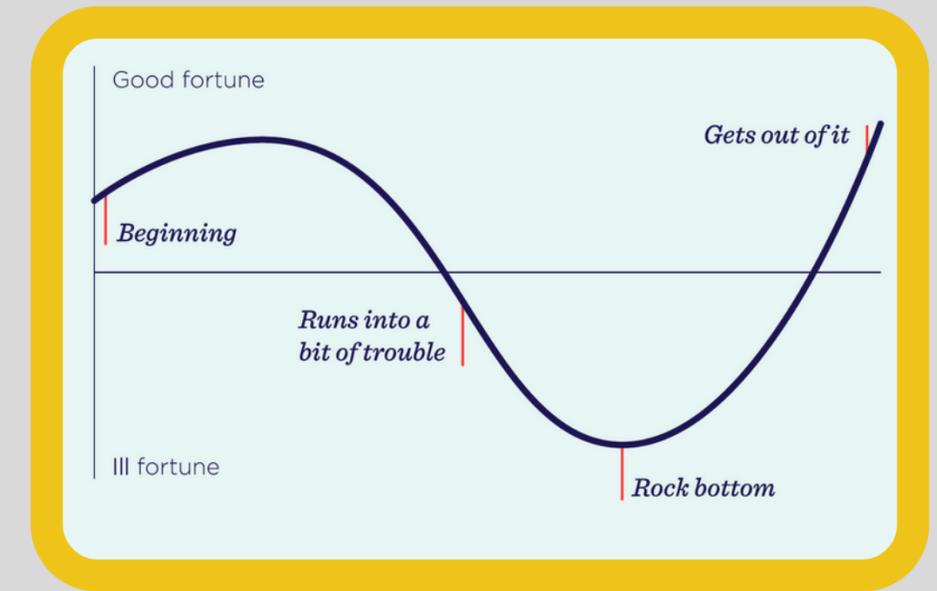
Where your audience will be after adopting your big idea



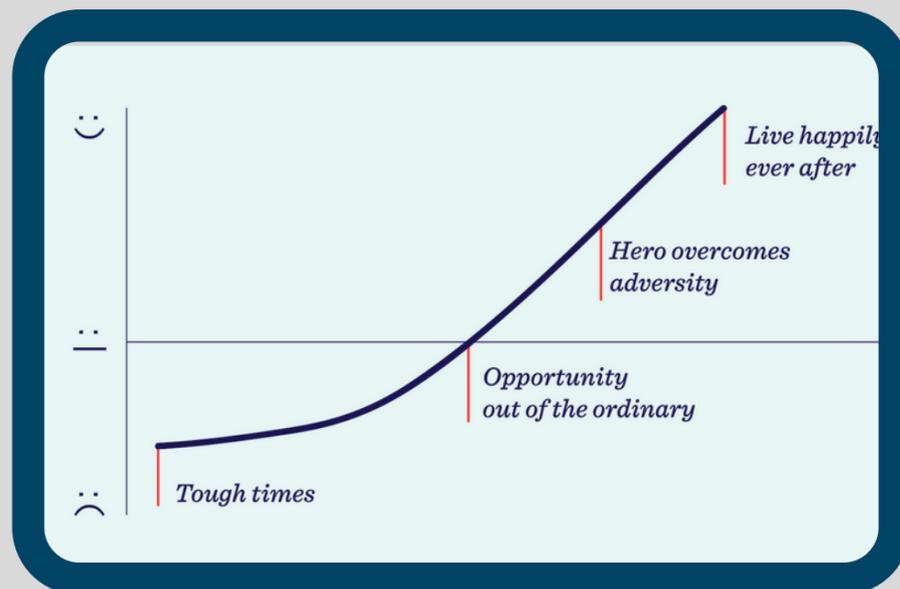
Alternative Story Archs



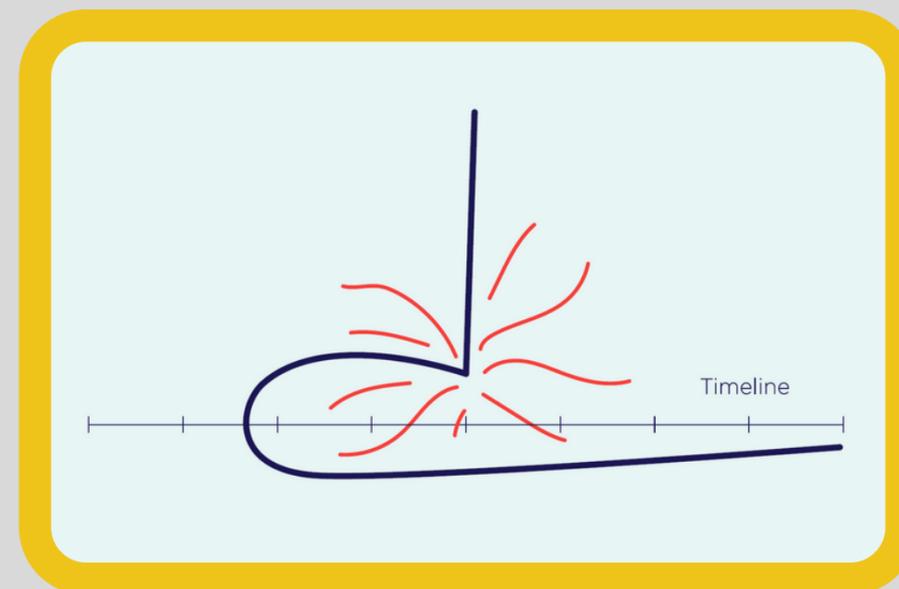
Cinderella Story



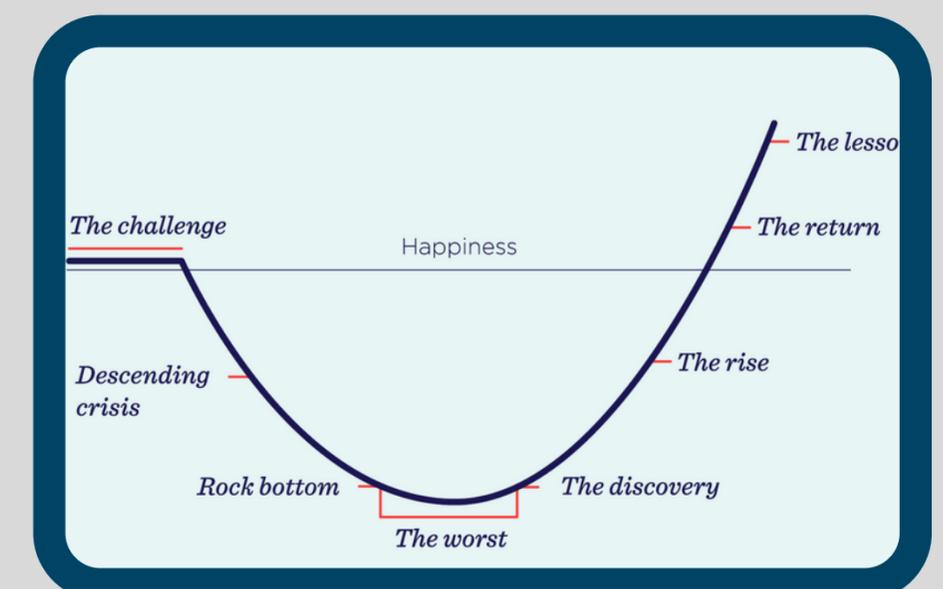
Man in a Hole



Rags to Riches

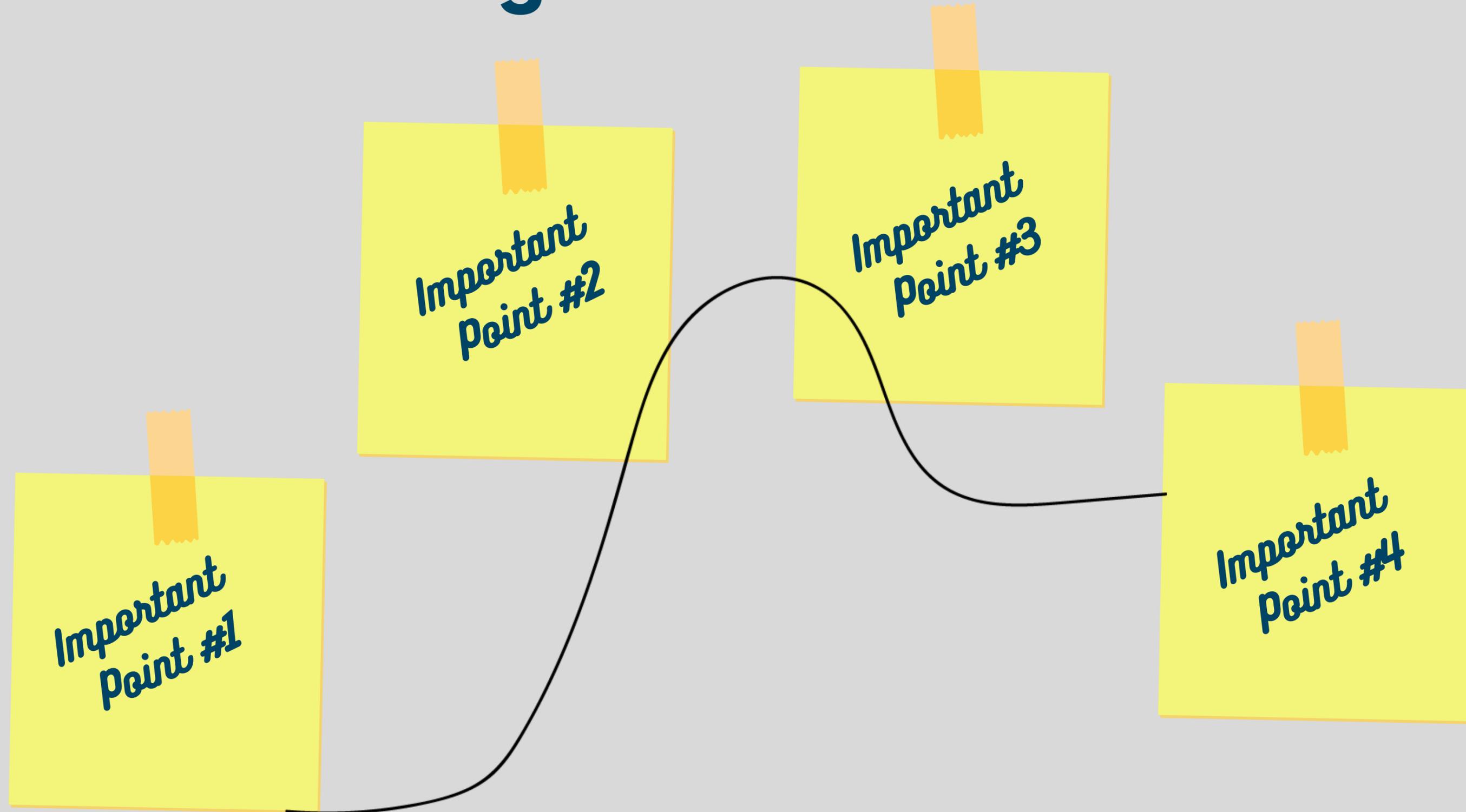


In Medias Res



Hero's Journey

Select the Right Arc for Your Beats

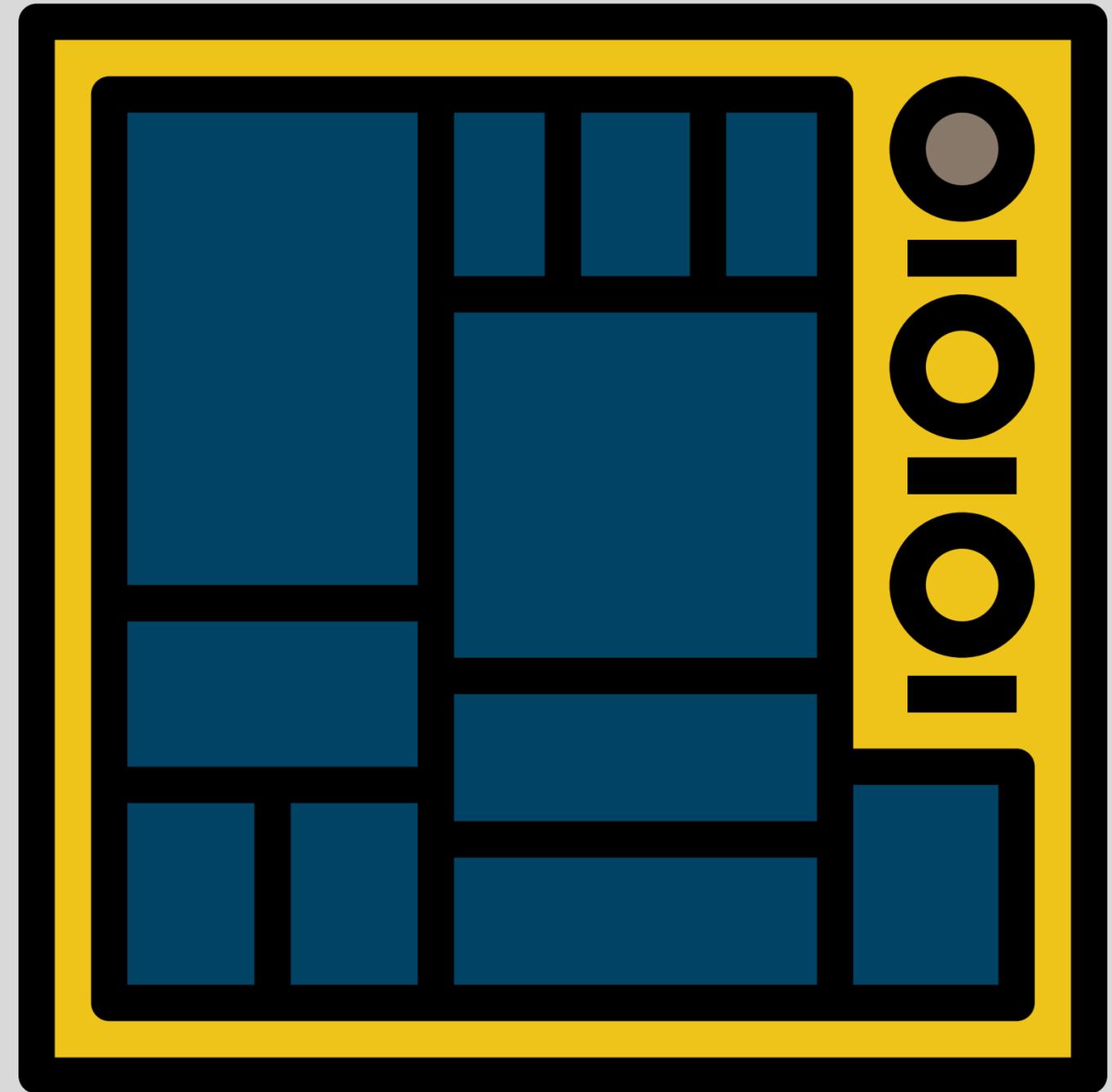


Setting the Mood

Before you begin to design your visual content, consider:

- What feelings do you want your audience to experience during your presentation?
- Is there a metaphor you wish to evoke?
- How will images, color, and white space help you to convey your message?

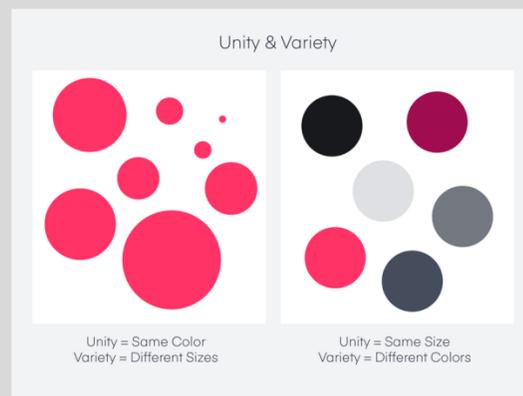
Create a mood board with images, patterns, and colors that set the tone you wish to achieve.



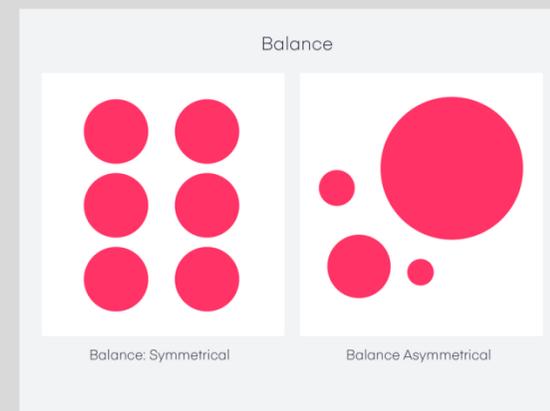
The Visual Design

Have you ever wondered what the principles were behind a great design? Here are seven principles that apply to digital design that you can harness in your own work.

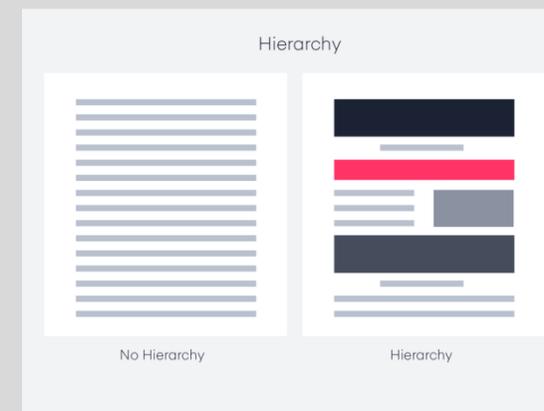
Unity



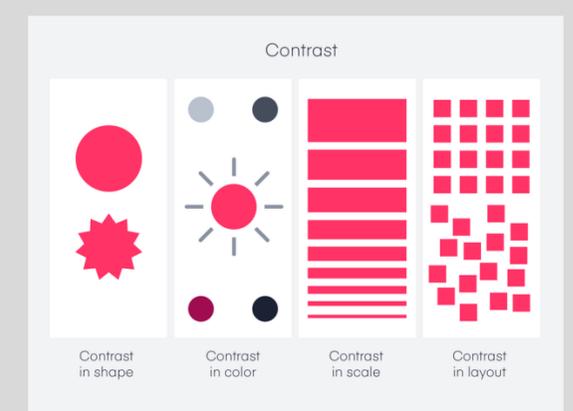
Balance



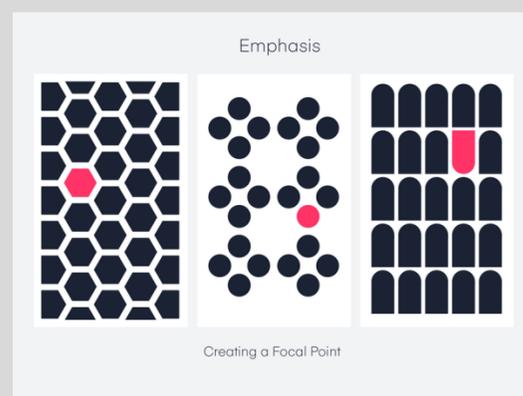
Hierarchy



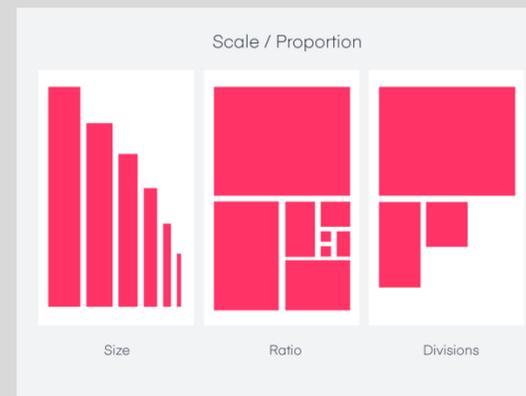
Contrast



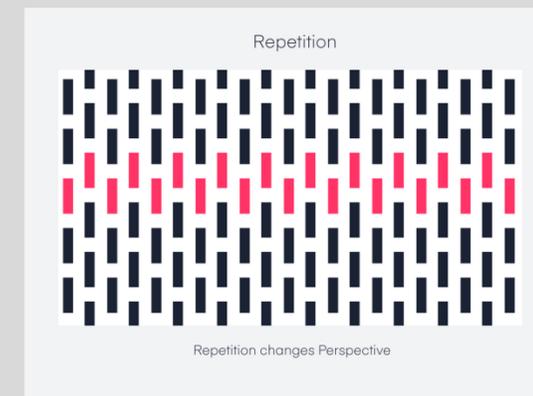
Emphasis



Scale



Repetition



Methods for Audience Engagement

1 Breakouts

Build in breakout sessions where participants can dive into the content in small groups.



2 Call & Response

Ask thought-provoking questions to elicit responses from the audience.



3 Technology

Embrace tech-based tools such as Kahoots!, real-time surveys, sli.do, etc. to engage with the entire audience.

Practice & Feedback



1 Phone a Friend!

Practice your presentation with a friend - over the phone even - to get their feedback.



2 Practice with a Mirror

Stand in front of a mirror and give your presentation. Watch your body language and facial expressions.

3 Record Yourself

Record yourself and play it back. Watch and listen for your cadence, tone, and physical presence.



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BONUS CONTENT!

12 Free Ways to Learn Design!

<https://creativemarket.com/blog/12-free-ways-to-learn-design>





Thank You!

